

Frontier Culture Museum Board of Trustees
Executive Committee – Lower Octagonal Barn
Draft Minutes
November 30, 2022 9:00 a.m.

Members Attending: Ron Capps, Ned Ruby, Peggy Sheets, Bill Sibert, Emmett Toms, Paul Vames, Ken Venable

Members Absent: Emmett Hanger,

Guests Attending: Glenda Western

Staff Attending: Butch Smiley, Lydia Volskis, Davis Tierney

I. Call to Order and Welcome Mrs. Peggy Sheets

Mrs. Sheets called the meeting to order at 9 a.m. and welcomed attendees.

II. Approval of October 2022 Minutes Mrs. Sheets

The minutes of the October 2022 meeting were approved unanimously as distributed.

III. CEO Agency Report Mr. Butch Smiley

Mr. Tierney gave the event policy report update first. He shared a draft of the policy (attached) and said that the Museum has hosted several large events for reenactors this past year and received good reviews and earned good revenue. He noted some challenges regarding logistics, especially related to using the historic homes for sleeping quarters. He reviewed the proposed policy changes, and noted that all overnight guests will sign forms stating that they will abide by the Museum's policies. Mr. Toms said that the plan is a good one, and asked about insurance for participants. Davis said that they are covered under the state's risk management policies as are regular guests and volunteers. Mr. Toms made a motion that the Committee accept the updated events policy/ The motion was seconded by Mr. Venable, there was no discussion and the motion passed unanimously.

CEO Butch Smiley said that he has had a busy few weeks, and was learning the differences between being a state agency head and working in the private sector. He complimented the string and loyal staff and volunteers and noted that he had heard the phrase "I love this place" often as he works to get to know everyone. He feels that he is off to a good start.

Mr. Smiley met with Ann Rogan of the Foundation and Mrs. Sheets to discuss fundraising activities to entice corporate donors. He noted that in many cases it's a matter of just asking! He plans to form a corporate advisory committee to advise the Museum during the upcoming capital campaign and beyond. The real estate committee, comprised of Mr. Smiley, Mr. Vames and Board of Directors

member and attorney Alan Garrison met recently with Mr. Ry Winston of the Development firm working on the front property. Mr. Winston said that he hopes to have a formal agreement on the Phase II of the front property development before too long. Mr. Smiley will meet with David Trainum, Foundation Board President soon to update him on developments.

Mr. Smiley will meet with representatives of Blue Ridge Beverage after the holidays to learn of their interest in continuing to support the Museum's programs. He will work with the Foundation to learn corporate budget cycles and the custom for asking for corporate support, and will plan some appreciation gifts for corporate donors in addition to letters of thanks.

Next week Mr. Smiley will meet with Cheryl Wagner, Director of the Staunton tourism office. He will also attend the popular Mary Baldwin University Holiday party.

He has spoken with or left messages for a majority of the Board of Trustees and Board of Directors Members.

On December 13th, he and Mrs. Sheets along with Delegate Avoli, will travel to Richmond for introductory meetings with staff from the Department of Planning and Budget, the Department of General Services and House Finance staff.

Mr. Smiley said that the Museum will be closed on December 24th and 25th and January 1 and 2nd. Additional official state holidays when the Museum is open but offices are closed are December 23 and 26th and January 2.

Mr. Capps said that he recently heard from a friend about his visit to the Museum. The friend had a wonderful time and was very complimentary. Mr. Smiley noted that the Museum staff are extremely knowledgeable.

IV. Foundation Report

Mrs. Glenda Western

Ms. Western reported that the Golf Tournament was a success and netted about \$23,000 for the Museum. She complimented Mr. Boo Dod of the Foundation Board for his efforts to reach out to other potential supporters in the Harrisonburg area.

She continued that the Foundation sold beer at Oktoberfest and had lots of volunteers involved.

The Trailblazers program has spent \$78,600 of the \$90,000 budgeted to support field trips.

The Foundation's Annual Fund will launch in December and has a goal of \$80,000 this year. She thanked the Trustees for their past participation. She said that the Foundation will be promoting the Shenandoah Society and partnering with the Museum on perks like Annual Passes etc...

V. JMU Retreat Update

Eric Bryan

Mrs. Sheets said that we are still working to set up retreat dates. The first one will now be in place of the January 9th Executive Committee meeting and will begin with Board only.

VI. Language Amendment for Assembly Session

Eric Bryan

Mrs. Sheets reported that Delegate Avoli, Senator Hanger and others will work to add updates for approvals at the next General Assembly session; they include language allowing the Foundation to supplement the Executive Directors salary and possible other language.

VIII. NEH and Scholars Grant Update

Eric Bryan

Mrs. Sheets reported that we will submit the 1st grant for \$45,000 by 1/11/2023; then later the second, larger grant.

IX. Executive Committee Membership

Mrs. Sheets

Mrs. Sheets said that the Executive Committee should have none members, and currently has eight. She gave the committee several possible names, and said that we will present a slate of proposed Members for the Executive Committee at the April Board of Trustees meeting along with candidates for Board Chair and Vice-Chair. She noted that the legislative Board appointments can change as well.

Mr. Sibert wondered if the City can be of more help with the front property development, and Mr. Smiley said that he hopes that the Museum can develop a stronger partnership with the City on issues.

X. Mill Update

Eric Bryan

Mrs. Sheets said that the Mill was added to the Capitol projects funding pool in 2014 for about 1.6 million dollars. Working drawings were completed in 2019 and we received bids in 2020 which far exceeded the funding allotted. The covid caused a shutdown of most projects for more than two years, after which we received new cost estimates of about 2.7 million. The Mill project is still eligible for funds and we are preparing forms for the Department of Engineering and Buildings for 1.5 million in supplemental funding. The largest expense is for the millwright to make the millworks. Mrs. Sheets said that we will have a plan of action if the Mill and Gallery projects come to fruition at the same time.

XI. Closed Session

Mrs. Sheets

At 9:55 Mr. Venable said:

I move that the Executive Committee of the Board of Trustees of the Frontier Culture Museum of Virginia enter closed session for:

- 1. Discussion concerning a prospective business or industry or the expansion of an existing business or industry where no previous announcement has been made of the business' or industry's interest in locating or expanding its facilities in the community, pursuant to the exemption in Virginia Code § 2.2-3711(A)(5), and related to the potential sale or lease of real property conveyed by the Museum to the American Frontier Culture Foundation.*

And/or

- 2. Personnel matters re' agency restructuring and open positions*

The motion was seconded by Mr. Sibert, there was no discussion and the motion passed unanimously. All staff left the room at 9:55.

At 10:15 Mr. Vames made a motion that the Committee enter open session. The motion was seconded by Mr. Ruby, there was no discussion and the motion passed unanimously.

Mr. Venable said:

Whereas, the Executive Committee of the Board of Trustees of the Frontier Culture Museum of Virginia convened in closed meeting on November 30, 2022 pursuant to an affirmative recorded vote and in accordance with the provisions of the Virginia Freedom of Information Act;

NOW BE IT RESOLVED, in accordance with Virginia Code § 2.2-3712, that the Executive Committee of the Board of Trustees of the Frontier Culture Museum hereby certifies that, to the best of each member's knowledge:

- (1) only public business matters lawfully exempted from open meeting requirements under Virginia law, and*
 - (2) only such public business matters as were identified in the motion by which the closed meeting was convened*
- were heard, discussed, or considered in the closed meeting of the Board of Trustees of the Frontier Culture Museum of Virginia.*

The motion was seconded by Mr. Capps, there was no discussion, and each member certified verbally that no other matters had been discussed.

XII. Next Meeting (January 9, 9-11 a.m. Retreat session 1) Mrs. Sheets

The next meeting of the Executive Committee will be held on January 9, 2023 from 9-11 a.m. and will be the first session of the multi-part Board and staff retreat.

XIII. Adjournment Mrs. Sheets

The meeting was adjourned at 10:15 a.m.